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Spirit Upheld

THE BEACH NEWS

Circulating in
Every Home

ADVERTISING
PAYS

Promoting the Progress of the Beach and Bay Sections of San Diego and the Entire Point Loma Peninsula
Comprising Ocean Beach, Pacific Beach, Mission Beach, Chatsworth, Catalina, Glenartney, Loma Portal, and Point Loma Heights

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VOL. 1—NO. 36

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, July 27, 1923

PHONE POINT LOMA 17

FIVE CENTS THE COPY

"FORD" DAY

PLENTY OF PRIZES
NEXT SUNDAY AT
NOVEL CELEBRATION

With one hundred prizes to be given away on "Ford Day" next Sunday at Ocean Beach, the novel celebration promises to be one of general jollity and widespread interest. The festivities will begin at 10 a. m. and continue all day and until late in the evening; a prize being distributed every hour, and consisting of automobile tires and accessories as well as useful household articles.

It is announced that the person bringing the largest family to Ocean Beach in a Ford car next Sunday will be awarded a prize. Another prize will go to the best "dolled up" Ford in the estimation of the judges. The "flivver" that has the most mileage checked up on its speedometer, the machine that makes the most noise and the "craft" that brings the prettiest girl to the beach will stand an excellent chance of getting in on the prize list, and there will be prizes for this and for that, all tending to make "Ford Day" the jolliest event of the beach season.

LISTEN IN

NEW REGULATIONS
FOR RADIO OPERATORS
EFFECTIVE IN OCTOBER

The new restrictions upon amateur radio operators, drafted by the department of commerce and now in force in the eastern states, will not go into effect here before Oct. 14, the date the Pacific coast plan expires, according to Col. J. L. Dillon, radio inspector for the sixth district.

Under the present plan, all amateur operators suspend operation between 7:30 and 8 o'clock each night. Under the new law, operation is suspended from 8 until 10:30 o'clock each evening and during the transmission of church services on Sunday mornings.

FISHERMEN, ATTENTION—Get your bait and tackle at JACK'S place OCEAN BEACH BAIT HOUSE.
Phone: Point Loma 6

A WATKINS STORE AT YOUR DOOR

Through the industry and courtesy of M. R. Lyons of 4428 Alabama street, San Diego, the residents of the beach, bay and peninsula districts can now secure the splendid service of "A Watkins' Store at Your Door." Every housewife should know about the famous Watkins' products, which includes a great variety of toilet preparations, soaps, spices, extracts and household specialties. Full information can be obtained by phoning Hillcrest 2169-W, and a wide-awake Watkins representative will give service that satisfies. There is also a line of necessary articles for autoists in the list of the Watkins products published in convenient book form. Get a copy.

ARRIVED FROM STORKLAND

There's a welcome little newcomer in the home of Mr. and Mrs. Theodore C. Kistner of Ocean Beach, a girl-baby, being born on July 14.

MR. KINGSBURY RETURNS

A. G. Kingsbury, the well-known realty agent of Del Monte avenue, and Bacon street, has returned from an extended business trip to New England, where he also visited relatives and renewed old acquaintances.

SEE OUR HENRY

Sunday being "Ford" Day at Ocean Beach, now is the time to step around to the O. B. garage on Newport avenue and ask the obliging purveyor of the famous product, Henry Eulberg, all about 'em—and you'll surely get some information really worth while.

PROGRESS

NEW SCHOOL ANNEX
WILL SOON BE READY
FOR ROOFING WORK

At the present excellent rate of progress being maintained by the contractors, A. R. Georgia & Son, and the sub-contractors, prominent among whom is "Charley" Pelteher, who is looking after the plumbing and heating arrangements, the new school annex will soon be a delight to the eye and a satisfaction to the soul of most Beachites and visitors alike.

The double building, which has been so ably designed by Architect Edwin T. Banning, will be decidedly ornamental, as well as especially suitable for school purposes. Mr. Banning stands high in his profession and takes particular pride in the successful forwarding of his plans for anything affecting Point Loma territory. He is a resident of this section, his home being splendidly situated at 1059 Dover street, while his offices are located in the Bancroft building, San Diego.

The successful contractor, A. R. Georgia, and his energetic son and partner, Ellis, are constantly on the job, and with the rapid rise of the buildings from their foundations, hopefully prophesy that the roofing work will be ready within a fortnight.

The Georgias, by the way, have recently completed the structure of the New Rubidoux bridge at Riverside, Calif., which is a magnificent, five-span concrete structure, 570 feet long. It was designed by R. V. Leason of Los Angeles and built under the superintendency of the Georgias in record time.

Get that CANDYLAND TAFFY at Butterfly Sweet Shoppe—Ice Cream—fancy boxes.

BILL BOOSTER SAYS

"GEE! SOME FELLERS 'ROUND THIS TOWN GIVE ME A GOOD LAUGH! WE HAVE TO FIGHT THEM 'TOOTH 'N' TONGUE' FOR EVERY PUBLIC IMPROVEMENT. AND THEN WHEN WE PUT THE THING OVER, DARNED IF THEY DON'T TRY TO TAKE ALL THE CREDIT!"



"STAR" CAR WINS PRIZE

In the second annual Economy run to El Centro and return held recently, the prizes were won by drivers of Oakland, Star and Stutz cars respectively, and owners of such cars are justly proud of the supremacy of their choice. Just ask "Star" Shaffer of the Maine garage all about it.

NEW LAUNDRY EQUIPMENT

The American Laundry on Niagara avenue has just installed five new roll mangles and two extra presses of the latest make. Instead of one delivery auto, they now have four in commission, business being about trebled. It pays to advertise.

"IT'S NOT FAR TO A FABER STORE"

BOYS AND MATCHES CAUSE A HOT BLAZE TUESDAY AFTERNOON

Children, mostly boys, probably playing with matches (and smoking cigarettes), started a fire in a small shed house in the rear of the residence of Mr. and Mrs. F. S. Moulton at 4802 Newport avenue, during the mid-afternoon last Tuesday. The house was partly filled with stored articles as well as a bountiful supply of household laundry, all of which went up in smoke—the blaze being brief, but extremely hot. The Ocean Beach Fire department was quickly on the spot and drenched the debris. The loss is probably covered by insurance.

Kindly mention The Beach News in your dealings with the patrons of our advertising columns.



"I HEAR YO' CALLIN' ME"
It is Estimated that 100,000 Negroes Have Left the Farm Districts of the South for Industrial Plants in the North
—Journal of the American Bankers Association.

SECURING SIGNATURES FOR GREETING BOOK TO PRESIDENT HARDING

W. W. B. Seymour, a clever and well-known publicity man of San Diego, was a pleasant Beach News visitor last Wednesday afternoon. He is making a hurried canvas of the city for securing signatures to a big book of greeting to President Harding on the arrival here of the presidential party next week. Blank pages for signatures have been left at this office, and at the postoffice and other convenient places.

Get your name among the list, as a compliment to the nation's chief executive.

INTERESTING PROGRAM TO MARK CLOSING OF VACATION BIBLE SCHOOL

The Daily Vacation Bible school are closing their third week of school with a delightful picnic at Balboa park. The children are enjoying good times as well as their work.

The school will close next Friday, August 3, at which time a program and exhibition of the work they have been doing will be given. The program will be rendered Sunday, August 5, at 7:30 p. m. at the First Baptist church. Parents and friends are requested to be present.

Miss Maggie May Garrett, who is so ably superintending the school, reports that the attendance has been very encouraging, the daily average being over half a hundred.

RECREATION

PLAYGROUNDS FOR
THE BOYS AND GIRLS
AT OCEAN BEACH

In order to furnish proper playground for the boys and girls of San Diego, it has been announced, as part of the movement recently begun by the Lions' club, that two more supervised summer playgrounds have been provided.

One of these playgrounds is at the Ocean Beach school and the other at the Freemont school in Old Town. The playground at Ocean Beach was made possible through the generosity of Miss Ellen B. Scripps, J. C. Harper, Theodore S. McLaughlin and Elden McFarland of La Jolla.

The newly established playgrounds are open from 1:30 to 5:30 p. m. daily for boys' and girls' games. In the evening, the playgrounds are kept open from 6:30 to 8:30, when men and boys are given free instructions in all sports.

DANCING HOURS

The P. T. A. has arranged for two dances each week, Monday and Fridays, 7:30 p. m., at the new summer playground in the public school building.

BOON FOR BUILDERS

The Ocean Beach Lumber company received a big cargo of lumber from Oregon early this week and the firm of H. H. Reid & Son can supply all demands, as well as anything in the line of hardware, paints and the like.

Special for Saturday at the O. B. DRY GOODS STORE. Beautiful Crepe for underwear—pink, lavender and blue, especially price at 35c yd.



Thomas Meighan in the Paramount Picture, "The Ne'er Do Well."

BIG SPECIALS AT THE OCEAN-THATRE

With "The Dangerous Age" on Saturday night and "The Girl who came Back" on Sunday at regular prices, Manager Ericsson has secured two all-star attractions at the Ocean theater. Johnny Hines follows in "Luck" on Monday night, and for Wednesday and Thursday Thomas Meighan will be featured in "The Ne'er-Do-Well." Don't miss it.

FILLING AND TOP DIRT FREE FOR THE ASKING

Alternate loads of filling and top dirt can be obtained free at the new school house building on Santa Monica avenue. Upon application at the office of A. R. Georgia and son, or phoning Point Loma 256-J, no charge will be made except for the actual hauling of the dirt away.

BAND CONCERTS

There's considerable talk in and around the beach of establishing a real Ocean Beach band, to give outdoor concerts at regular intervals. And there's also a chance that a bandstand will be built on the sands just off Newport avenue.

REAL SPORT

BASEBALL GROUNDS
BEING PLACED IN
PINK OF CONDITION

Manager L. A. Shaffer of the Ocean Beach Baseball club, is putting forth every effort to get the new baseball field at the corner of Niagara avenue and De Foe street in perfect condition for games with visiting teams. Meanwhile, practice games are attracting the fans and Manager Shaffer is endeavoring to strengthen the local organization. Volunteers are wanted, and contributions for defraying expenses will prove very acceptable. Chip in, fans, and help along a good thing.

HUMANITY

CANINES AND FELINES
FORGOTTEN OR LEFT
BY VACATIONISTS

This vacation season is fine for the vacationists, but it is mighty tough on the family pets, according to Frank E. Atwood, humane officer of San Diego Humane society. With the vacation season, that brings to San Diego and vicinity, crowds of people who come to enjoy the unparalleled opportunities here for rest, recreation and amusement, comes, also, the annual problem of the forgotten dog, the abandoned cat, those helpless uncomprehending members of the family that are so dependent upon human kindness.

Every year, with the summer season, comes the period of greatest activity on the part of the city humane officer and poundmaster. "It is really surprising," says Atwood, "the number of families that will leave town for the summer and neglect to make any provision for the family dog or mouse-catcher. Even more numerous are the families who bring their pets to San Diego and Beaches with them, and either lose them here or neglect to take them back home. The result is that suburban and San Diego streets are well populated with homeless cats and dogs which, in many cases, must be destroyed."

HOW AN OCEAN BEACHER SAW THE BIG FIGHT

A letter received here from R. A. Barrett describes the fight as follows:

"It was Dempsey's fight all the time, but Gibbons made a wonderful showing, and there are few men who could have stood up as long as he did. Mr. Barrett met Detectives Chadwick and Sears, who were there looking out for the crooks. He also saw Dr. and Mrs. Kromer, who are touring in Montana. The Fourth was red hot at Shelby and everybody perspired freely."

Mr. Barrett made the price of his tickets by betting on the rounds. The Barretts expect to return to their home on Narragansett avenue about August 15.

HURT IN AUTO ACCIDENT

Mrs. Helen Fuller, who resides at the Craggs apartments, sustained severe injuries when her auto was struck by a street car early this week at the junction of State and C streets. Mrs. Fuller received first aid treatment at the Emergency hospital and is now recovering at her home.

PROPERTY TRANSFERS

O. F. and Anna E. Davis to city of San Diego—NELY 30 ft. of SWly 1/4 of lots 15 and 16 blk 79, Ocean Beach.

Marie C. Cushman to Ella B. Wood—Lots 42, 43 blk 29 Ocean Beach Park Annex.

Nat R. Titus to Union Trust Co of San Diego—Lots A and B Loma Alta.

KEEP AMERICA'S WAMPUM SOUND!

By SAMUEL H. BEACH,
President, Savings Bank Division,
American Bankers Association.

Although the United States is today upon a solid gold basis, we nevertheless know of our own knowledge what inflation means. It would take long to recall in detail the bitter experiences which this nation suffered during the Civil War and the years which followed it, and in our present easy condition we might think such conditions could never again arise. But with such men as Henry Ford and Thomas A. Edison talking about commodity money there is no foretelling what may happen.



S. H. Beach

One of the plainest lessons taught by financial history is that whenever a nation issues paper money with nothing back of it, that nation is on the road to disaster. Look at Russia with its worthless rubles and Germany with its worthless marks. Think of what happened in France during the years immediately following our Revolutionary War.

The common people of France rose in their might, tore down the Bastille, and made reprisal for centuries of kingly crime and oppression. The profligate court had piled up taxes until they were unbearable. The enraged populace killed King Louis XVI, and also his queen, Marie Antoinette. But they, only threw themselves out of the frying pan into the fire so far as finances were concerned.

Unsound Money Tyranny
At the very worst point of their currency inflation they found themselves under the absolute domination of Robespierre. In order to meet the growing scarcity of coin, paper money called assignats were issued. First 400,000,000 francs worth, then 800,000,000 were added with the distinct understanding that the 1,200,000,000 would be the full extent of the issue. This pledge was soon broken and further issues brought the total up to 3,700,000,000 francs.

Frightful depreciation was the inevitable result; and legislation was passed making it a crime, with six years' imprisonment as the penalty, if any one should refuse to take the paper assignats at their face value. Just think of it! A French peasant after working the entire year to produce a crop was compelled by law to accept payment for that crop in paper money, which he knew to be worthless, or go to prison.

It was simply legalized robbery. When the penalty was increased to twenty years imprisonment the inevitable climax came. The Reign of Terror was at its height. Robespierre was in supreme power. He suggested that more assignats be issued and if the people did not take them the guillotine should be the penalty.

Robespierre's End
This unheard of outrage was more than the people could stand. An unknown man arose on the floor of the convention and denounced Robespierre, reciting the heinous crimes he had committed, and so worked upon the feelings of the audience that Robespierre, the tyrant, became Robespierre, the convicted criminal. Two days later he was led to the guillotine. France had learned her financial lesson well—that money must have value back of it.

The fallacy of unsound money is sure to confront us again. Never is there enough of everything for all the people. The struggle for existence is a real struggle, and those who find themselves in the lower strata of human society are ready at any time to grasp at fiat money or any of the other things which misguided politicians told out to them.

My whole purpose is to drive home the fact that danger lies ahead and to urge every one to let no opportunity go by to use voice and influence toward keeping the wampum of these United States, as it is today, the soundest currency in the world.

SOME BANK SALARIES

Investigations made by the Missouri Bankers Association have revealed that 368 banks in the state in towns of under 2,000 population are paying their cashiers and chief executives an average of only \$110 a month. Only 273 of the 1,162 reporting banks in towns under 5,000 population pay the president a salary. The report says:

"It indicates that, even allowing for the economy of living in small communities, the cashiers and managing officers of those 1,162 banks, who receive an average of \$140 per month, either must have personal means to begin with, or must maintain the standards necessary to their positions as the leaders of their communities and the builders of the commonwealth by means of 'side lines,' such as selling insurance, collecting commissions on farm loans, and trading in real estate."

Put "Ocean Beach" plates on your car.

MICKIE SAYS—

WHEN 'ER FIXIN' UP AN AD,
MR. BUSINESS MAN, JEST WRITE
NATURALLY ABOUT WHAT YA
GOT T' SELL, LIKE 'I WUZ
TALKIN' TO A CUSTOMER. THIS
HERE FANCY WRITIN' SOUNDS
KINDA PHONY, WHICH DONT SELL
NO GOODS



It's a highly delightful fact that *The Beach News* has become a real household necessity every week-end in the homes of all the progressive people living in

OCEAN BEACH
MISSION BEACH
PACIFIC BEACH
and the entire
POINT LOMA PENINSULA

BOOST Your Business with an "ad" in *The Beach News*, telling them who and where you are, and what you have to offer for their patronage. CO-OPERATE!

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department
Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, opposite the skating rink at the foot of Santa Monica avenue, and the phone number is Point Loma 4.

POSTOFFICE SCHEDULE

(H. K. Rankin, Postmaster)

Mail arrives 10 a. m., departs 11 a. m.; arrives at 4 p. m., departs at 4:30 p. m. Mail closes fifteen minutes before departure. General delivery open 8 a. m. to 6 p. m., except on Sundays and legal holidays.

Norway's Big Station.

The radio station on the Rundemanden, a mountain towering 2,500 feet above the city of Bergen, Norway, is being modernized and equipped with more power apparatus as well as with radio telephone apparatus, the Scientific American reports. As the new equipment has a radius of 3,000 kilometers, it is believed that direct communication with American stations will be possible. Radio telephones with a 600-mile radius are also to be installed and connected with England and continental Europe establishments.

Diffused Energies.

"Do you think we have great orators in politics?"
"Yes," replied Senator Sorghum.
"The trouble is that most of us are doing so much for the lecture bureaus and the magazines we don't get time to put our best work in our speeches."

Phone Point Loma 49

Ocean Beach Lumber Company

H. H. REID & SON, Proprietors 5050 Newport Avenue
Lumber, Cement, Roofing Paper,
Paints, Hardware and Household Supplies
Lumber Estimates Cheerfully Given

ALLIGATOR ROCK LODGE

4985 Coronado Avenue, Ocean Beach, Cal.
LUNCHES, AFTERNOON TEAS, EVENING DINNERS.
SPECIAL SUNDAY EVENING SUPPERS
For reservations, telephone Point Loma 327-J. Furnished Apartments & Cottages to let for term not less than 3 months
Mr. and Mrs. C. E. TALLER. For past three years managing Grossmont Inn

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S. BJARNASON Resident of OCEAN BEACH

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For Economy Your Range should be a GARLAND
oldest and best made
Designed to meet every demand
Saves 10% on Gas Bills

LET YOUR LINEN LIVE LONG!

IF IT'S LAUNDRY WORK, WE DO IT!

POINT LOMA LAUNDRY

—Wet Wash, Rough Dry, Semi-Finish and Finish Work—
Once a Customer, Always a Customer.
LAUNDRY CALLED FOR AND DELIVERED.
Phone, Point Loma 378.

Hay, Grain
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Bird Supplies and
Remedies
Baby Chicks
Esco Electric
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Seeds, Trucking

OCEAN BEACH Feed, Fuel, Paint and Express

EARL J. HAAS, Mgr.
1926 BACON STREET
Telephone: Point Loma 20-W

Sherwin-Williams
(Paints SWP)
Old Dutch Enamel
Marmot, Seacote and
Respar Varnish
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Brushes, Wall Paper
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HENRY EULBERG, Proprietor
BEST EQUIPPED FOR SERVICE
AUTOMOBILE REPAIRING
Authorized FORD and CHEVROLET Service
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Two Blocks East of Dance Pavilion



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'BERT' SCHNEIDER

who lives in Ocean Beach, who believes in Ocean Beach and who is a booster for Ocean Beach. Whether it is a new or used car "BERT" SCHNEIDER can fill your wants at POWELL'S FORD HEADQUARTERS, First at C Streets. Phone 8700. Res. Phone Pt. Loma 8-R.

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Main Office 625 E Street Phone 651-16

Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



INSTANT POPULARITY ACCORDED OPENING OF ALLIGATOR ROCK LODGE

With the widely, and judiciously heralded opening of the far-famed Alligator Rock Lodge, under the exceptionally able management of Mr. and Mrs. C. E. Taller, who formerly conducted the Grossmont Inn for three years, instant favor has been accorded the beautiful resort in the Sunset Cliffs section of Ocean Beach. Dinner and bridge parties, afternoon tea socials, and Sunday suppers at the picturesque lodge have been attended by a brilliant and ever-increasing clientele, while the Japanese garden is proving decidedly popular with visitors from near and far.

Early this week, Mrs. Gladys B. Evans of San Diego, entertained a party of sixteen at bridge in compliment to Mrs. Kenneth B. Wolfe of San Antonio, Texas. The table decorations were marguerites and lavender cosmos in abundance. The guests included Mrs. Samuel Blackler, Mrs. Augustus B. Saum, Mrs. LeRoy Saum, Miss Saum, Mrs. Richard S. Requa, Mrs. George B. Wright, Mrs. W. Wirtfrancis, Miss Beatrice Nave, Mrs. S. Law, Mrs. H. B. Coffield, Mrs. J. B. McLees, Mrs. Luella Rembaumt, Mrs. William Thompson and Mrs. Roy Spinning. The first prize was won by Mrs. Wirtfrancis and Miss Nave secured the second favor.

Although the Lodge is not open to the public on Mondays, Mr. and Mrs. Taller especially accommodated General and Mrs. Terry last Monday, while on the same day Mr. and Mrs. Edward H. Moulton of Coronado, entertained three guests at a most enjoyable luncheon.

The special Sunday evening suppers have proved decidedly popular, with the added convenience of reservations being made by phone. On last Sunday Judge and Mrs. E. E. Hendee entertained four guests, and this afternoon Mrs. Hendee is hostess at a specially arranged social and bridge party.

ENJOYING HOSPITALITY

Misses Agnes Benson and Mildred Verie, who have been visiting Mr. and Mrs. W. N. Douglas on Del Monte avenue, have returned to their home in Los Angeles. Francis Peters has been a week-end guest at the Douglas home, while Miss Hilbur Benson, sister of Mrs. Douglas, has arrived from Los Angeles for an extended visit.

RENEWING FRIENDSHIP

Mrs. Emma Johns motored from Buffalo, N. Y., to Ocean Beach, a distance of 3200 miles, in sixteen days. Her nephew, La Verne H. Shafer, accompanied her. She is visiting her daughter, Mrs. John J. Hanna at 4879 Newport avenue. Mrs. Johns would be very pleased to meet all her friends again at the home of her daughter.

COME AGAIN SOON

Mr. and Mrs. A. E. Stewart, of San Diego, were most welcome visitors at the home of *The Beach News* last Tuesday evening. 'Al' brought his dandy, new cornet along and everybody 'round enjoyed some splendid tooting, while Katherine accompanied on the piano.

EASTERN GUESTS

Mr. and Mrs. W. M. Crouse are entertaining as house guests at their summer cottage at Mission Beach, Mr. Crouse's sister, Miss Ada B. Crouse of Baltimore, and Miss Arline Koors who has been traveling with Miss Crouse from the East.

J. Fred Whiting, of Lynwood, Cal., was a welcome visitor at *The Beach News* office this week while traveling this section in the interests of the Western Newspaper Union service.

Frank Barker, son of Mr. and Mrs. A. R. Barker of 4876 Santa Monica avenue, left last week for Los Angeles where he is at present employed with the Los Angeles Road engineers.

Mrs. A. K. Aaberg of the Beach Shop, San Diego, left this week for a fortnight's visit to relatives in San Jacinto Valley, Riverside county.

SWIFTNESS AND SERENITY OF SATISFACTORY SERVICE

The rapid transit service, that so finely furnishes *The Beach News* each week, under the able manipulation of friendly Fred Locke, is now in splendid shape. Wilfred Swartz, of the Voltaire Service station, has put the machine in tip-top order until it glides over the road with the silent swiftness of a swallow, while Supervisor of Circulation, Fred, is wearing the everblooming smile of satisfaction.

BIRTHDAY CELEBRATIONS

Johnny DeMos, oldest son of Mr. and Mrs. A. DeMos of the O. B. Candy Kitchen on Newport avenue, celebrated his eighth birthday last Tuesday, June 24. Ice cream, cake, candies and fruit were graciously served by Mrs. DeMos, the loving mother of the birthday child. Among those present were: Calla Stauffer, Eileen Williams, Eugenia DeMos, Billy Benson, Nick DeMos, Rayfield Stauffer and the little honor guest, Johnny DeMos. The grown-up guests were: Mrs. W. K. Stauffer, Mrs. W. M. Benson and Mrs. Kirk Smith. Several nice gifts were bestowed upon Johnny. Group pictures were taken by Harry Kalleris of the Newport Cafe, and a general good time was enjoyed by all.

FINE RESIDENCE RENTED

Mrs. Anna E. Peery has rented her lovely home at 5059 Point Loma boulevard. The occupants include, Mr. and Mrs. B. D. Miller, Mrs. Ida Klout and daughters, Kathryn and Jean, and Miss Fern Evans. Mr. and Mrs. Geo. F. Soule and little son Robert will arrive Sunday afternoon. Mrs. Peery and her little daughter, Mary Frank Peery, have moved temporarily to 2947 Imperial avenue, San Diego.

BACK TO BALMY BREEZES

Dr. and Mrs. W. B. Leonard and their three charming children of 4676 Bermuda avenue, have just returned from a week's outing in the Laguna mountains. Mrs. Leonard says: "While we had a wonderful trip, the balmy, soothing Ocean Beach breezes felt mighty good on our return."

RETURNS FROM

DELIGHTFUL TRIP

Mrs. A. C. Shepherd of 4851 Voltaire street, returned early this week from a most enjoyable visit at the home of Dr. Ruth Youckel, at Tracey, Calif. Mrs. Shepherd's sprightly little niece, Katherine, accompanied her home for a vacation at the beach while her charming daughter, Ruth Shepherd, will remain North for a fortnight, or so, visiting her granduncle, A. B. Newkirk in Los Angeles.

GOING NORTH TO WED

A. A. Page of 4916 Santa Cruz avenue, will leave Sunday, July 29, on the S. S. Harvard, for San Francisco, where he is to wed Miss Alga Sorensen, daughter of Mr. and Mrs. J. Sorensen of Oakland. Mr. Page is connected with the H. L. Benbough Furniture Co. of San Diego and is also a veteran of the World war, having served over seas with a Canadian regiment. While under military training in Vancouver, B. C., Mr. Page first met his fiancée. Mr. and Mrs. Page will spend their honeymoon in Los Angeles, returning to Ocean Beach for their future residence.

Miss Ruth Hinsley of 4650 Del Monte avenue, is visiting her grandmother, Mrs. Martha Hinsley, and also her chum, Miss Helen Gleave, in Huntington Beach, for a few weeks.

E. W. Grenawalt of the Newport Shoppe is on the sick list this week. *The Beach News* staff wishes him a speedy recovery.

J. T. Peterson of Loma Alta, is building a fine modern cottage, corner Voltaire and Mendocino boulevard.

Prof. Frank Holstein will shortly open a new musical studio on Abbott street.

SUCCESSFUL OPERATION

Mrs. George Copeland, has returned to her home on Del Monte avenue after a three weeks sojourn in St. Joseph's hospital, where a very delicate operation was most skillfully performed by Commander J. S. Anguin and Surgeon G. Swartz, Medical Corps U. S. Navy. The patient is now recovering rapidly. Mrs. Copeland speaks very highly of the care given her by the Sisters at St. Joseph's but is glad to be back home again.

Mrs. Frances W. Davis arrived from Los Angeles last Friday to spend about a month with her daughter and son-in-law, Mr. and Mrs. C. M. Cole at 5069 Long Beach avenue.

Fred Byron, a well and favorably known electrician, has returned to his beach home from an encampment trip with the National Guard at Fort McArthur.

A. J. Allen left early this week in his newly rigged-up Chevrolet for a long camping trip in Nevada and northern California.

Arrived—At the newly organized A. C. Matson home, 1960 Thomas avenue Pacific Beach, an 8-14 lb. girl baby to Mr. and Mrs. Ernest Aldenburg on last Tuesday, July 24.

Ocean Beach Cleaners

Cleaning Dyeing Pressing
1928 Bacon St.
Phone: POINT LOMA 30-J
C. H. Owen, Prop.

Crags Apartments

Delmar Ave. 1 Block W. Paved Highway
Two Blocks South from O. B. Car Ter.
Every Apartment Gives Hill and Ocean Exposure. Complete Equipment Included in Rates.

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PHYSICIAN AND SURGEON
Res., 4820 Cape May Avenue,
Office, 5024 Newport Ave.

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Corner Bacon and Niagara Ave.,
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WE AIM TO PLEASE YOU

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Enlargements—Copy Work and Coloring
GREETING CARDS
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5019 Newport Avenue
Ocean ("Keep Boosting") Beach

San Diego's All-Year-Round TOY LAND

CHILDREN'S OUTDOOR PLAYTHINGS
Phone 625-70

PASSMORE'S

Bird and Toy Store
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Gold Fish and Aquariums
Bird, Dog and Cat Remedies
St. Andrewsburg Canaries.

SAN DIEGO'S OLDEST BIRD STORE

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CALIFORNIA
NEWS BRIEFS

Freight car loading in central and northern California in the first two weeks of July averaged over 40 per cent heavier than in the first two weeks of July, 1922. California traffic is heavier than the average throughout the United States. In the entire country the increase in car loading in June was 20 per cent, while in California the increase was 35 per cent heavier at that time than in the corresponding period last year.

Southern California has launched a determined fight against radicals, spurred by the confession of a 24-year-old I. W. W. that he and a companion were responsible for a series of fires that cost half a million dollars, including the recent big fires at Anaheim, Fullerton, Riverside and San Bernardino. A state-wide search is being made for the "companion."

Plumas county has a murder mystery. The body of F. H. Beckman, 55, a miner, was found dead on the floor of his cabin near Virginia with three bullet holes in his head and had apparently been dead for two days. Although the wounds had been made by a pistol, a rifle was left near the body to indicate suicide.

Actual work of construction of the Garden highway, connecting Sacramento and Yuba City will begin early next spring. The contracts have been awarded. State aid for this project will be \$101,000; Sutter county will pay \$175,000, and \$75,000 will be paid by the land owners along the road.

Wives of two Los Angeles men balked when their respective husbands planned to swap them, even-up, and the matter got into police court, from where it went into the divorce mill. Mrs. H. A. Witherall secured a divorce from her spouse on the strength of her story of the attempted trade.

Auburn is claiming the medal for the most cosmopolitan population, residents of that place having come from the two extremes—Paradise and Hell. The Paradise, however, is in Butte county while the former resident of the other extreme is from Hell, Norway.

Samuel Axelrod, San Francisco house painter, made a confession to the police which clears up the mystery of two years of burglaries. In his home were found stolen articles valued at \$60,000. He claimed to have had no other way to spend his evenings.

Justin O'Brien, Mare Island machinist, drowned in the ocean after rescuing Aileen Steere, daughter of the superintendent of the Napa state hospital. O'Brien kept Miss Steere afloat until help reached them and was drawn under by the current.

Approval of a plan to construct forty-four miles of new railroad in California is sought from the interstate commerce commission, the line to run from Friant in Fresno county to Crane Valley Dam. No estimate of costs was filed.

Charles and Claude Duke, members of a very prominent California family were arrested on charges of duplicating bonds of Reclamation District 1004, near Colusa. They had obtained a sum estimated at \$30,000 by their sales.

Shasta county citizens will erect a memorial at Burney Falls in honor of Mr. and Mrs. John McArthur, pioneers of the county, in whose name the falls and 160 acres of land adjacent, were given the state as a park.

The majority of the reports from over the state indicate that harvest laborers have been sufficient, though there has been no surplus. A few localities have reported a shortage and wage demands too high.

Morgan Payne of Lakeport, who built and operated the first ferry across Snake river on the overland trail between Elko, Nevada, and Boise City, Idaho, in the early '50s, is dead.

Governor and Mrs. Manning of South Carolina and party spent several days at Chico studying the colonization settlement and the new plant introduction in the U. S. gardens.

The 3-year-old son of Mr. and Mrs. William McCollam of Iowa Hill wandered from home and his dead body was later found in a pool at the mouth of a mine tunnel near by.

Mrs. Clara Gabrilowitch, only living daughter of Mark Twain, is convalescent at a Berkeley hotel after several weeks of serious illness.

The Feather River Union school district will call an election for a \$30,000 bond issue to build and equip a modern school building.

Vacaville will celebrate the Grammar school cornerstone laying and street work dedication July 28 with a community day festival.

Humboldt county supervisors have voted to purchase at a cost of \$75,000 a site for the proposed new half million dollar court house.

A 100-gallon moonshine plant was raided near Mount Echo in Amador county and the alleged proprietor, Pete Romani, arrested.

Fruit and field crops generally have benefited by the favorable weather conditions prevailing over the state the past three weeks.

I. F. Walden of Los Angeles shot and killed his wife, fired three shots at his infant daughter and missed, then killed himself.

Mrs. C. C. Crocker, once wealthy widow, died in the Butte county infirmary. Her husband was a former lumber dealer.

The Beach News is an independent paper in all that the word implies.

Charter revision for San Francisco is talked of.

The Southern Pacific is building more sidings at Davis.

Proposed bonds for \$3,200 to advertise Oroville, were defeated.

Sacramento will revise her plumbing ordinance adopted in 1888.

The contract has been let for the new home of the Bank of Napa.

Grass Valley will spend \$8,000 for new street cleaning equipment.

A raid on a Japanese social club at Lodi netted 564 quarts of saki.

Newcastle has set a new record with shipments of 225 cars of fruit in one week.

Glen Kempley, Chico athlete and boxer, lost an arm in an accident at a sawmill there.

The Lodi Chamber is seeking a lower power schedule for manufacturing industries.

The Siskiyou county fair association have begun preparations for their September exhibition.

Fruit men of San Joaquin county estimate that mildew has cut the grape crop 50 per cent.

Grass Valley has launched a drive to reduce an indebtedness of \$8,000 on the Salvation Army hall.

Cash and equivalents in the Placer county treasury July 16 were \$351,867.84, says the auditor's report.

Ten I. W. W., held in the Plumas county jail, were arranged and charged with criminal syndicalism.

Regardless of the lack of spring rains, grain yields over the state are reported as being comparatively good.

The old Eureka mine in Amador county was sold to a Brooklyn, N. Y., man at a commissioner's foreclosure sale.

By a temporary injunction obtained at Sacramento the I. W. W. are enjoined from further activities within the state.

"Let henna heads beware," is the slogan of the "Red-Headed" club of the University of California summer school girls. An even dozen signed the charter.

William Hollister, Gas Point farmer, died in a Redding hospital after a confinement since June 11 with a broken neck.

Seventy convict radicals at San Quentin are now confined in the dungeon or solitary confinement for refusal to work.

Dependent over ill health, Mrs. Ennis Grable of Dunsmuir committed suicide, by shooting herself. She leaves a 3-year-old son.

Redmond Patterson, former San Francisco realty man, was found in a Los Angeles dwelling apparently dead for several days.

Pigeons from the loft of C. R. King of Hayward won the 625-mile race from Pocatello, Idaho, making the distance in one and one-half days.

Placer county fruit growers are facing a lean harvest with fruit prices at normal and shipping charges to the markets still at war-time prices.

Siskiyou county has no kickers. The supervisors sat all day in Marysville recently as an equalization board and no one appeared to register a complaint.

On account of the equitable climate, labor is 18 per cent more efficient in California than labor employed in the east in the same class of work, says statisticians.

Judge Oscar A. Trippett of the United States court for the Southern district of California died at his Los Angeles home after an illness of several months.

The Catholic church at Waverville, built thirty years ago, was destroyed by fire of undetermined origin. Building and fixtures were a complete loss, estimated at \$7,000.

It is said that Henry Ford will probably come to California next spring to investigate personally the possibilities offered in the harnessing of geysers.

Practically the entire population of Williams turned out to fight a fire that burned over 800 acres of grain stubble and got beyond control of the city's fire department.

Cracksmen jimmied their way into the offices of the Coos Bay Lumber company, San Francisco, and after working the combination of the safe made way with \$10,000 in cash and bonds.

Two passengers were injured and a panic averted only by the cool head of the captain when the ferryboat, Berkeley, rammed the pierhead at San Francisco with force sufficient to crush the timbers.

Construction of a 3-kiln cement mill which with its quarries, will represent an investment of \$1,500,000 will be undertaken soon at Merced. Opening of the largest of the four quarries has already started.

Chico's fire department has been reorganized by City Manager Morrison with O. H. Allwardt as first assistant chief. Fire Chief Tovey, who is also health officer and chief of the police, will retain the executive work of the fire department.

Harold Bruce, 22, and Miss Ruby Ariasi, 18, both of San Francisco, "borrowed" an auto at Marysville to aid them in their elopement. The owner of the car missed his machine and Chico officers arrested the elopers and they spent the night in jail there.

Los Angeles will be the meeting ground, September 20 to 22 for the American Association of Petroleum Geologists. This, the first setting in the state, undoubtedly coincides with the fact that California has become recognized as playing a national role in the oil industry.

Thomas Noble, San Francisco printer, was arrested on a telegraphic warrant from Los Angeles, charging him with printing spurious irrigation district bonds which were being sold over the state. A total of \$102 bonds of a face value of \$102,000 are thought to have been manufactured.

Please mention The Beach News

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach
Sections of San Diego and the
Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY

4829 Saratoga Avenue, Ocean Beach,
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KIRK SMITH Editor-Owner

KATHERINE SMITH Sec'y.-Treas.

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California, under the Act of March 3, 1879."

FRIDAY, July 27, 1923

THE BEACH NEWS is on sale
regularly at the STATION NEWS
STAND, Niagara avenue and Bacon
street, and at FROIDE'S PHOTO
STUDIO, Newport avenue, opp. the
postoffice.

News contributors and advertising
patrons will please take notice that
the form of The Beach News close
at noon every Thursday and will
greatly oblige by submitting their
favors accordingly. Write on one
side of the paper only.

TO NEWS CONTRIBUTORS

In order to insure prompt and
proper publication of news notices
of all societies, lodges, associations
and other like gatherings, the chair-
man, secretary or head of such bodies
are respectfully requested to send
their news items direct to THE
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Thursday noon of each week.

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WANTED—Girls and boys to se-

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Big commission, 4829 Saratoga Ave.

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WANTED—Work by day, week or

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FOR SALE—Ford touring car,

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FOR SALE—Blue Bird Phono-

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takes it. Also Singer sewing ma-

chine for \$24; looks and sews like

a new one; if you want a good ma-

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up. THE NEWPORT SHOPPE,

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RETURN NORTH

R. M. McNeir, who has been

visiting his father, C. A. McNeir,

the progressive promoter and

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Water Heater, has returned to his

duties in Los Angeles.

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Beach News every Friday afternoon

just like you do your other mail,

which arrives and is distributed at

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Sunday morning at 11 o'clock.

Sunday School, 9:45 a. m.

Wednesday evening at 8 o'clock.

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Rev. Rolla E. Brown, Pastor

Residence, 4802 Coronado avenue.

Suppdays—Worship and preaching

at 11 a. m. and 7:30 p. m.; Bible

school, graded for all ages at 9:45 a.

m.; Young People's Union at 6:30

p. m.

Wednesdays—Service of prayer,

praise and conference at 7:30 p. m.

The public is cordially invited to at-

tend any or all of these meetings.

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CHURCH

Rev. Frederic J. Stoetzel, Pastor

Church school at 9:45.

Morning worship at 11.

CATHOLIC CHURCH

(Corner Defoe Street and Santa

Monica Avenue)

Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30;

Evening service, 7:30; Sunday

school, 9:30 a. m.

Week Days—Service at 8:00 a. m.

At Roseville, Sundays—Service at

10:30 a. m.; Sunday school 11:30

a. m.

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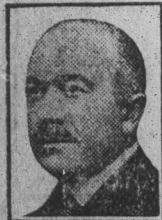
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Job Printing Dept.

Phone, Point Loma 17

"JUST LIKE DADDY,"
AN ECONOMIC FORCE

By J. H. PUELICHER

President the American Bankers Association.



J. H. Puellcher

"Like Daddy"—these two words, that express the imitative nature of children, occur to me as I think of our parental responsibilities in respect to both the thriftiness and the thriftlessness of our boys and girls. The accent belongs on both aspects of the case, for we have yet to find a person who is the perfect example of thrift.

Even Ben Franklin admitted his lack of attainment after his years of self-admonishment and self-criticism—and his temptations were not so great as those of today. Every reader will admit his deficiency in thrift. So will I. And what of our children? Will they copy us? Will their attitude toward thrift be "like Daddy's?" Will it be thrifty or thriftless?

It will at least be largely influenced by it. The thrift of the next generation is in the hands of the present. If our children are "out of hand" on their habits, whom have we to blame but ourselves?

Remember this: The next generation will be subject to the same laws of economics, the same rules of success, the same principles of happiness, as prevail today. A habit of thrift is one of the best possible characteristics we can mould into our children's natures during their habit-forming years. Its value will be apparent throughout maturity, whatever their lot, whether at the helm of large enterprise or steering the more humble affairs of a home.

Thrift will be the basic principle in the economic life of our nation and its system of producing and exchanging commodities. Thrift is always both of social and of individual advantage. Each day finds us expanding both in breadth and in depth of our resources of enjoyment and our opportunities for service as we practice thrift.

But how shall we bring about habits of thrift? Is there any other way than by teaching, whether by direct precept or by the unconscious example of our own habits, continually impressing themselves on the receptive minds of the young?

"Like Daddy" expresses one of the most powerful social and economic forces there is.

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DISCUSSIONS
OF THE HOUR

THIS COLUMN OPEN TO ALL ON
ANY SUBJECT

Community Forum

This Forum is open to our readers for the expression of opinions and criticisms, whether favorable or unfavorable, on any and all subjects and questions affecting the Beach communities. The views herein expressed are not necessarily our views. We do not ask you to agree with them or with us. We will publish as many reasonable letters each week as space will permit. Please write on one side of the paper only, and sign all communications, not obligatory for publication, unless so requested, but as an evidence of good faith.

THE EDITOR.

JOY AND GLOOM

Editor The Beach News:

"Ye gods and little fishes," Sunday was a banner day here. They came from far and near, from Mission Hills, Normal Heights, East San Diego; some by machine, some by cars and some on foot, young and old, rich and poor, and stood in the sun for hours to see the ladies in their bathing tights (and they sure did look good). And when it was all over, I wended my way through the merry throng and passed the house of gloom, with its crepe on the door, I paused a moment with bowed head, and said, "Zenas, Zenas, they were too many for you!"

G. C.

CAMPERS

"Observers" remarks about defiling the sands of the beach are timely and needed, but that is not all. We have laws relating to garbage, and anything that will attract flies, etc. Our citizens are fairly careful about this, and a team comes twice a week to carry it away.

How about a case in view, where a tent is pitched on a vacant lot close to a dwelling whose owners are very careful in this regard.

These campers go fishing, and clean their fish near their tent and throw the offal out on the lot, and it has gathered flies enough to drive these owners away from their home. If there were no cottages to rent at the Beach, it would be different, but there has been no lack this year so far.

There has been some talk heard of establishing a camping ground here at the Beach, but if so the campers must obey the same laws that we have to or move on. We wonder if those people ever heard of the "Golden Rule."

ZENAS.

W. C. T. U. THANKFUL

Editor The Beach News: The local W. C. T. U. and others interested, desire to express through your columns sincere thanks to all who cooperated in making the picnic recently given the children of the Helping Hand Home a great success—particularly Mr. Claus Spreckels, for street car passes. Mr. O. F. Davis for free rides on the merry-go-round, P. M. Dairy Co., for contribution of ice cream, and Mr. E. J. Haas for free delivery of ice cream.

Committee.

Violet and Gold

Troop 29 of Ocean Beach has applied for its charter for the coming year and the application has been forwarded to New York for approval. The troop has just completed a most successful year's work in which time it has made five scouts first class. These scouts have been appearing before the court of honor regularly for the past six months. Several hikes and camps have been made by the troop the past year. The troop committee for the troop for the coming year will consist of R. E. Brown and T. S. Runyon. Thirteen scouts' names appear on the troop roster for the coming year and are as follows: Harold Belmont, Roy Brooks, Bailey Burdette, Robert Burdette, Clifford Harrison, Willis Kanline, Theron Kline, Sam Lipbets, Claes Wycoff, Walter Varney and Harold Simpson.

ANNOUNCEMENT

The subscription price to The Beach News is 75 cents a year anywhere in San Diego county and one dollar a year outside of the county. The paper is issued at noon every Friday and immediately placed in the mails for local and long distance distribution, besides being placed on sale at the Station Newstand, Bacon street and Niagara avenue; Froide's Photo Studio, on Newport Avenue, and at the office of publication, 4829 Saratoga avenue, Ocean Beach.

THE MORTALITY-OF
SAVINGS ACCOUNTS

The Savings Banks Association of Massachusetts has issued a tabulation made by a mutual savings bank in an average New England town showing that, of the accounts opened during a six months period, 85 to 90 per cent were open at the end of the period. At the end of the next six months about 70 per cent were open. At the end of one year about 60 per cent were open; at the end of 18 months about 55 per cent; at the end of three years about 50 per cent; and then the figure rather steadily declined by 2 to 3 per cent of the original number each year. At the end of ten years about 25 per cent of the accounts were still open. After that the changes were very small, mostly on account of death.

Federal Reserve Copied

Peru is the first country in Latin America to reorganize its banking system according to Federal Reserve principles by the enactment of the Federal Reserve Act of Peru to develop the country's resources along modern lines of financing. Peru's new banking system is modeled after the United States Federal Reserve, with modifications such as the banking conditions and general financial situation there require. It provides for the creation of a Federal Reserve Bank in Peru. The directorate of this bank is to be composed of nine members, three of whom are to be designated by the Government and the other six are to be elected by the member banks.

How to Tune for Music.

If you hear the carrier wave before you hear the music or talking, it is because you have the filament current of your tubes burning brightly, and your set oscillating—the consequence being that you are heterodyning on the carrier wave. This is one of the ways of searching for a broadcasting station, because once you get his carrier wave you can then adjust to the music and reduce the filament current after you have got a good adjustment.

THE SECRET OF WHY SOME MEN
OBTAIN CREDIT, BUT OTHERS CAN'T

Various Meanings of Credit—The Way Character Begets Confidence and Opens the Way to Trust—Thrift and Honesty the Basis of Banking.

The secret of why some men can readily obtain credit, while others are unable to borrow a cent, is disclosed in the present article prepared by the Committee on Public Education of the American Bankers Association. It tells an interesting story of how a man of forty, of good reputation and fair success, was nonplussed by his inability to borrow and had to pass up a good opportunity.

Banks are said to deal in credit. The word "credit" has various meanings. When you deposit money, your account receives "credit" for that amount. When a man borrows money on his note at the bank, he is granted "credit." When a railroad, a manufacturing concern, a town, or a government, issues bonds, it uses its "credit." When anyone buys goods without paying cash, at the time of purchase, "credit" is granted. Without credit, our present day business system could not exist.

Credit is possible only where people have confidence in each other, and confidence can exist only where good character exists. Every successful business man looks upon his credit standing as a most valuable asset, and he maintains it by square dealing. To get credit a man must pay his debts, or it soon becomes known he is not of good character and not worthy of confidence. Those from whom he would buy refuse to trust him and the banks decline to grant him credit. Then come business failure and a long uphill fight to get on his feet again and live down the past.

More Than Honesty Needed

Honesty is not the only factor involved in credit. For instance, Mr. Jones, a man of forty, of excellent morals, who has enjoyed a fair income for many years, sees an opportunity to purchase a business. He requires financial assistance. He calls on a banker and asks for the necessary credit. The banker asks the nature of the business, what it will cost, and what Mr. Jones can command in ready money, or other resources, but learns that he has no money or property of his own.

It is clear that Mr. Jones lacks ability to manage his affairs wisely. He has not had enough strength of character to save money by adapting expenses to income, and therefore has not proved that he could make financial progress. Moreover, if men do not invest some of their own money in the business they usually lack incentive and become easily discouraged. It would be unwise for anyone to assume such a financial risk, and Mr. Jones probably would fail to get credit from the bank. He must give up his opportunity to some one else who has saved money.

Banks are public servants, but that does not obligate them to serve those who are unfair in business or lacking in the great principles underlying success. To be known as a careful and thrifty person is the best assurance that the bank will extend financial help when needed.

Many people think that one should shun debt like the measles. They fail to distinguish between wise and unwise debt. It is wise to use credit, that is, go into debt, to buy a home. Such debt encourages thrift. A student may wisely borrow money needed to complete his education. It is an investment that should pay dividends in greater success. Another wise use of credit is borrowing to buy good bonds, such as Liberty Bonds, paying \$20 down, borrowing

The government's most powerful radio station, at Annapolis, has 12 miles of antennae wire upon its six 600-foot towers. To safeguard the wires from accumulated sleet or ice, the weight of which might be as much as seven tons at times when such danger threatens, the wires are electrically heated.

Chile to Control Broadcasting.

In Chile legislation is about to be enacted putting radio on a basis similar to its control in the United States, with broadcasting stations maintained by public enterprise.